

Declaration

I, Dawn Foley, declare as follows:

1. I am a ASU East / Full Time Lecturer (insert job description). As such I am experienced with the different products in the market that target early child brain development. I am familiar with both the "Brilliant Beginnings" books distributed by Brilliant Beginnings, LLC, and I have purchased the "Brain Box" product distributed by Dr. Jill Stamm.
2. I first heard about the Brain Box at a seminar/workshop I attended recently wherein Dr. Jill Stamm was presenting on early childhood development.
3. Before I purchased the Brain Box, I could not find a product that allowed me to determine an area of child brain development or future school skill development that I desired to improve in children. Additionally, I could not find a product which allowed me to choose activities that included associated activity cards which not only explained how the activity should be implemented, but significantly, directly identified how the activity related to a specific area of brain development and future school skill development.
4. I purchased the Brain Box because, unlike other products, it establishes a brain development link to a specific area of the brain by analyzing different activities to determine how the different activities stimulate various stages of brain development, such as security and emotional attachment, touch and sensory integration, vision and visual discrimination, play and playfulness, and sound and auditory discrimination.
5. I also purchased the Brain Box because it is unique in that it establishes a school skill link by determining how the activities promote early development of future school skills in a child.

6. Further, I found that the Brain Box has multiple additional features that make it both extremely teachable and usable for not only myself, but for others who do not specialize in child development. For instance, the product includes:

- (i) easy to understand caregiver directions (in both English and Spanish) for how to conduct an interactive play session with a child,
- (ii) activities associated with various activity items (toys, books, etc.) that stimulate the various stages of brain development and promote early brain development,
- (iii) a description of the importance of each activity to the development of the brain,
- (iv) a description of the importance of each activity to said early development of future school skills,
- (v) background information about each type of activity,
- (vi) the child's age for which each activity is targeted,
- (vii) suggestions about what to say to a child, and
- (viii) extensions and variations of each activity.

7. I have found that since I started using the Brain Box, I have been able to engage a child's attention much more effectively using the different activity items associated with each activity card during an interactive play session.

8. Since I began using the Brain Box product, I have noticed a significant improvement in the development of school skills in the children engaged in the activities. I did not notice this type of improvement when I used the Brilliant Beginnings product with children.

9. I have told others to purchase the Brain Box based on the characteristics and experiences I have had with the product, described above.

10. I further declare that all statements made herein of my own knowledge are true and that all statements made on information and belief are believed to be true, and further that these statements were made with the knowledge that willful false statements and the like so made are punishable by fine or imprisonment, or both, under § 1001 of Title 18 of the United States Code, and that such willful false statements may jeopardize the validity of the above-referenced application or any patent issuing thereon.

Dated: Feb 1, 2005

By: Dawn Ann Foley